



**Marda Loop Business Improvement Area
Festival Society of Marda Loop
Annual General Meeting
Monday, November 25, 2024**

Agenda



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- Call to Order
- Introductions
- **Approval of the Agenda**
- **Minutes of Previous AGM**
- Approval of 2023 Financials
- 2024 look back,
- 2025 look ahead
- President's parting thoughts
- Board Election
- Adjournment

- Information and Discussion
 - Marketing and Events
 - Development and Streetscape
 - Marda Loop History Project



2024 Board of Directors

Executive Committee

- Mike Bruni, President, Bruni Law
- Whitney Titheridge, VP, Crabapple Clothing
- Nova Kane, Treasurer, ATB Financial
- Mike de Jonge, Secretary, Marda Loop Brewing

Directors at Large

- Doug Anderson, Ballistic Echo / BrokerCore
- Shelley Anderson, Anderson and Co. Hair
- Jon Green, Gardenia / Leonard Developments
- Paul Morissette, Fresh Kitchen
- Kelly Summers, Belle Beauty
- Steph Davis, 360 Brainbody

Executive Director: Bob van Wegen

Marketing consultant: Dakota Kidby, SocialCentric Inc.

Marda Gras contractor: Shannon McNally



Board Committees / Chairs



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Marketing

- Whitney Titheridge (chair)
- Paul Morrissette
- Kelly Summers

Development

- Shelley Anderson (Chair)
- Doug Anderson
- Mike de Jonge
- Margaret Hope
- Nova Kane



Streetscape

- Nova Kane (Chair)
- Shelley Anderson
- Jon Green
- Michelle Bowland

- Over 338 hours of volunteer effort
- Non-board members can be on committees!



About the Marda Loop BIA



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- Founded in 1984 by South Calgary businesses who branded the area “Marda Loop”
- There are 15 BIAs in Calgary thousands around the world
- Under Provincial legislation; established by City Council
- Businesses elect a Board annually which sets a budget and makes plans
- Budget is funded via a levy on businesses that is set by Board, collected by the City, goes 100% back to the BIA

These businessmen sweep own doorstep

By Don Atkinson
(Herald staff writer)

With members ranging from banks and medical practices to a tattoo parlor, a group of 72 South Calgary businesses is taking a new approach to improving their community and promoting it as a viable business and shopping area.

“It’s a one-of-a-kind opportunity to really do something for an area,” says Jon Lord, chairman of the Marda Loop Business Revitalization Zone (BRZ), formerly the South Calgary BRZ.

“I think this BRZ program has a lot of potential to really improve the community as a whole. Over the next few years, you might see some big changes down here.”

Marda Loop is the second and smallest of three Calgary business revitalization zones now in various stages of formation. It basically covers 33rd and 34th Avenues S.W. between 24th and 17th Streets.

The first zone approved by city council was developed by a 470-member 17th Avenue S.W. group, calling itself Uptown 17. A third, the 180-member Kensington-Louise Crossing zone, will seek city approval next month.

The program started in June 1983 when the provincial government passed legislation permitting municipal governments to establish BRZs and impose levies to finance the groups’ activities.

Lord, owner of Casablanca Video, says his group may not be the biggest but it’s the first to get rolling and stage a promotional event.

Summerfest, to be held Saturday from 11 a.m. to 7 p.m. in a vacant lot at the corner of 21st Street and 33rd Avenue S.W., marks the first opening of a Calgary BRZ.

The festival, featuring a farmers’ market, charity dunk tank, car raffle, corn roast, live bands, flea market and other attractions, is designed to increase awareness of the area as a viable business and shopping centre.

Lord says the Marda Loop BRZ — named after the Marda Theatre, now a neighborhood Odeon, and an old streetcar loop — has the potential to develop and improve a community that was in danger of deteriorating.

In many ways a BRZ can do for an area what a large shopping mall does for its tenants in promoting events and attracting customers.

As chairman, Lord heads a board of directors of nine business



Larry MacDougal, Calgary Herald

Jon Lord, left, and Pat Mattern are proud of their neighborhood

people, a South Calgary Community Association representative and two aldermen, Craig Reid and Barb Scott.

Each BRZ is supported by a compulsory additional city levy on business taxes. Lord says the Marda Loop levy has been started at 2.27 per cent. The city takes the levy and returns it to the board of directors, which is responsible for developing programs and submitting an annual budget to city council for approval.

The Marda Loop group has also obtained a government grant to hire university student Pat Mattern as a marketing manager to help the board promote the area. Mattern has been working this summer

out of basement offices donated by a local law firm.

Lord and Mattern say they “still have to prove this thing can fly.”

Marda Loop wants to use signs, flowerpots, trees and other devices to improve the area’s image. It hopes to attract new shoppers and businesses.

Lord also sees the BRZ as an effective lobby group representing area businesses at city hall. For example, there are now seven grocery stores in the zone and the group could try to discourage any more overbuilding.



About the Marda Loop BIA



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- Mission is to promote and improve the area and serve business needs
- Marketing, Events and Promotions
- Marda Gras, Eggfest, Spook the Loop, Spirit of the Loop, etc.
- Banners, street furniture like planters, lighting, etc.
- Litter and graffiti abatement
- Communicate info. and support local business
- Advocacy on issues of development, investment and policy that effect the area



2023 Financials



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BIA Financials:

- The BIA financials, audited by Sihota Taylor CPA, were accepted by City Council back in June.
- Our major revenue was the BIA Levy, Marda Gras and City grants. We also did very well in interest income
- The City grants included a one-time 20,000 grant to support Marketing of the area during construction. Some benefit of that flowed into 2024 with pre-purchased items.
- Our major costs categories were marketing and events, street maintenance and decor, administration and Marda Gras
- The result of all of this, was a surplus of about \$10K in 2023 and unrestricted net assets grew to ~\$194K



Financials



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- Second set of Financials:
 - the Festival Society of Marda Loop.
- The Festival Society was originally set up to try to access different funds in support of Marda Gras, but it didn't work out and the Festival Society is currently inactive, so there is no significant activity in the financials.
- Financials are audited by two members per the Societies Act and have been submitted to the Province.
- Thank you to Dr. Brady Turner of the Eye Gallery and Charmian Chen of Marda Loop Braces.



2023 Financials

Financials Motion:

- Motion to accept 2023 Financials of the Marda Loop BIA and the Festival Society of Marda Loop

Auditor Appointments Motion:

- Motion to enable the Board of Directors to appoint the Auditors of the Marda Loop BIA and the Festival Society of Marda Loop.



2024 retrospective and update

- BIA expansion to 17th Street completed
- Main Streets Construction challenges
 - Spring 2024 surprises:
 - Work extended into 2025, rather than 2024 completion
 - City support grant pilot: \$5000 for most businesses
- BIA works to mitigate the impact of construction:
 - Marketing, Promotions and Events
 - Litter and graffiti control
- Regardless, businesses grew from ~175 to almost 200.
- Strategic planning, engagement with businesses in early 2025



2025 look ahead



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- Completion of Main Streets project in the business district
- Build on success with signature Events and Marketing
- Pivot attention to streetscape needs:
 - New planters
 - Lighting opportunities
 - New Banners
 - Public art opportunities
 - Marda Loop history as part of our story
- Engagement with Members on next steps for the BIA



2024 Budget Update



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This year to date:

- Some costs were higher than budgeted, but overall, we expect to spend about \$11K less than we budgeted
- Last year we budgeted to dip significantly into our unrestricted net assets (UNA) reserve to support the area during construction without raising the levy
- We expect UNA to be about 123K at the end of the year
- We carry that amount forward to continue to support the BIA during the last months of construction, and to support the pivot to streetscape needs now that construction is ending



2025 Budget Planning



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Summary Budget main points

- No change in the BIA Levy - seventh year running
 - Expect your BIA tax rate to be similar
- Find more revenue via Event Sponsorships and Grants
- Dip into UNA/reserves one more time in order to:
 - Support Events and Marketing during final months of construction – budget reduced from 2024.
 - Pivot to supporting streetscape items (return of planters, lighting, etc.) – budget increased from 2024.
- Will still leave us with a reserve of \$50K at end of 2025
- Engagement with members in 2025 on future priorities
 - **President's Parting Comments**



2025 Board of Directors

- The Board has 10 members on two-year terms
- *Thank you to Stephanie Davis, Shelley Anderson, and Mike Bruni*
- Paul Morisette and Whitney Titheridge are continuing terms
- The Board selects its own officers at a subsequent meeting
- The Board is approved at City Council in the New Year
- The following slate of nominees fills the eight Board positions:
 - Doug Anderson, Brokercore
 - Mike de Jonge, Marda Loop Brewing
 - **Cameron Fraser, Fraser and Fig**
 - Jon Green, Gardenia / Leonard Development
 - **David Jannard, Blush Lane**
 - Nova Kane, ATB Financial
 - **Lauchlin Muir, Distilled**
 - Kelly Summers, Belle Beauty Lounge

Motion to Approve



Adjournment



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- Motion to Adjourn
- **Information items and Discussion**
 - Marketing and Events
 - Development
 - Streetscape



Mayor Jack Leslie and Odeon (Marda) Theatre owner Jack Barron celebrate a year of The Sound of Music playing at the Odeon, 1966

- *Marda Loop History presentation with Harry Sanders*

